

## **REMARKS**

### **Examiner's Response to Applicants' Remarks**

Within the Office Action, the Examiner states that "Applicant's arguments with respect to claims 1-8, 10, 12-34, 36, 38, 40-52, 61, and 69 have been considered but are considered moot in view of the new ground(s) of rejection." The Applicants respectfully disagree.

Indeed, the Applicants' arguments of February 25, 2010 are germane. Within the Office Action dated May 14, 2010, the Examiner suggests that United States Patent publication no.: 2002/0078230 to Hals et al. (hereinafter referred to as Hals) discloses "wherein said context determination module processes a user entered phrase using a search mechanism to simultaneously determine both: travel destination information relevant to said user; and at least one user-interest that corresponds to said received requests."

However, as explained in the arguments of February 25, 2010, Hals fails to disclose these limitations. The Examiner maintains his insistence that Hals involves this feature without commenting on the Applicant's reasoning. Therefore, the arguments are not moot.

As explained previously, Hals does not involve returning search results comprising both interest information and destination information. The Examiner discusses Hals' description of returning a search result in reference to paragraphs [0024] and [0025].

In paragraph [0024], Hals describes a method (100) that "allows a visitor ... to a Web site using a search capability or feature of the Web site to enter one or more search terms or keywords." Paragraph [0024] goes on to explain that the method

(100) includes a step "106 during which the visitor's navigation in the Web is directed in accordance with the navigation path determination ... [made using] ... a set of one or more search terms." Furthermore, paragraph [0025] states that "[a]s an example of ... the method 100, a server or controller operating or implementing the method 100, and hosting a Web site having a search capability, may receive search terms "Mickey Mouse" and "Cartoon" from a visitor to the Web site." Hals goes on to explain that "[t]he server will receive the search results during the step 102. During the step 104, the server or controller may determine that the visitor is interested in cartoon characters. As a result of such determination, the server may select to serve a special cartoon oriented search results Web page to the visitor."

In this example, the visitor's navigation of the Web is directed to cartoon characters, not a destination. Moreover, the visitor's navigation is not simultaneously directed to *both* interest information *and* a destination.

On the contrary, Claims 1-3, 8, 10-12, 15-20, 22-29, 34, 36-38, 41-46, 48-52, 61, 67, and 69 require that the system return a search result that comprises travel information content comprising *both*: logistical travel information relating to traveling to said travel destination; and location-specific, interest-dependent, *and* dynamic information corresponding to local events held in the vicinity of said travel destination for every search.

The Examiner may note that later in paragraph [0025], Hals explains that "[d]uring the step 106, the Web site may provide the special cartoon oriented search results Web page to the visitor, the Web page including a list of links pointing to one or more other Web sites that contain Mickey Mouse cartoons or information about Mickey Mouse cartoons or the Mickey Mouse cartoon character. If the server or controller receives the search terms "Florida" and "Disney" from a visitor during the step 102, the server or controller may determine that the visitor is interested in Walt Disney World in Orlando, Fla. As a

result of such determination, the server may select to direct the visitor to a travel oriented search results Web site devoted to information about Walk Disney World.” While this example returns a destination, it only does so when the user enters a destination explicitly (*i.e.* “Florida”).

Therefore, Hals clearly requires a user to explicitly ask for destination information explicitly for each query in which the user expects destination information. Any interpretation to the contrary would involve a clear contravention with the teachings of Hals. For instance, referring back to the first given example above, a search consisting of “Mickey Mouse” and “Cartoon” returns nothing about a destination. On the other hand, Claims 1-3, 8, 10-12, 15-20, 22-29, 34, 36-38, 41-46, 48-52, 61, 67, and 69 require that the system return a search result that comprises travel information content comprising *both*: logistical travel information relating to traveling to said travel destination; and location-specific, interest-dependent, *and* dynamic information corresponding to local events held in the vicinity of said travel destination for every search. Therefore, the Applicants’ claimed system, receiving the same “Mickey Mouse” and “Cartoon” search terms, might result in a search result relating to a Disney history museum located near the user. Again, any other interpretation would clearly be contrary to the teachings of Hals.

#### **Claim Rejections under 35 U.S.C. § 103 - Hals in view of DeLorme**

Within the Office Action, Claims 1-3, 8, 10, 12, 14-29, 34, 36, 38, 40-52, 61, and 69 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Hals in view of United States Patent No. 5,948,040 to DeLorme (hereinafter referred to as “DeLorme”).

The Applicants respectfully traverse this rejection, because neither Hals nor DeLorme, either alone or in combination, disclose all of the limitations of Claims 1-3, 8, 10, 12, 14-29, 34, 36, 38, 40-52, 61, and 69, as amended herein.

Specifically neither Hals nor DeLorme teach or suggest wherein said context determination module processes a user entered phrase using a search mechanism to simultaneously determine both: travel destination information relevant to said end user; and at least one user-interest that corresponds to said received requests; and wherein said searching module is configured to search for a search result based said context, wherein said search result comprises each of: logistical travel information relating to said travel destination; location-specific, interest-dependent, and temporally-dynamic information corresponding to local events held in the vicinity of said travel destination; a dynamic low-airfare watch list comprising a temporally-dynamic list of low-priced airfares from said home location to said travel destination; and a dynamic lodging deals watch list comprising a temporally-dynamic list of lodging deals in the vicinity of said travel destination.”

As explained above, Hals does not disclose “wherein said context determination module is configured to determine a context from said received request for travel information automatically, depending only on what said end user requests; wherein said context determination module processes a user entered phrase using a search mechanism to simultaneously determine both: travel destination information relevant to said end user; and at least one user-interest that corresponds to said received requests.”

Within the current Office Action, the Examiner further cites paragraph [0039] of Hals to support the notion that Hals discloses the above-mentioned limitation. However, this passage explicitly teaches away from determining “a context from said received request for travel information automatically, depending only on

what said end user requests.” For example, paragraph [0039] of Hals recites determination based, “at least in part, on external events” rather than contextually from “only on what said end user requests,” as required by the Applicants’ claimed invention. Again, any other interpretation would clearly be contrary to the teachings of Hals.

In view of the foregoing, Claims 1-3, 8, 10, 12, 14-29, 34, 36, 38, 40-52, 61, and 69 are allowable over a hypothetical combination of Hals and DeLorme. However, to expedite prosecution, the Applicants amend Claim 1 herein to distinguish the prior art more clearly.

For example, DeLorme does not involve “wherein said context determination module processes a user entered phrase using a search mechanism to simultaneously determine both: travel destination information relevant to said end user; and at least one user-interest that corresponds to said received requests; and wherein said searching module is configured to search for a search result based said context, wherein said search result comprises *each of*: logistical travel information relating to said travel destination; location-specific, interest-dependent, and temporally-dynamic information corresponding to local events held in the vicinity of said travel destination; an airfare watch list comprising a temporally-dynamic list of low-priced airfares from said home location to said travel destination; and a lodging watch list comprising a temporally-dynamic list of lodging deals in the vicinity of said travel destination,” nor does the Examiner suggest that it does.

For these additional reasons, Claims 1-3, 8, 10, 12, 14-29, 34, 36, 38, 40-52, 61, and 69 are allowable over a hypothetical combination of Hals and DeLorme. Removal of the rejection and reconsideration are respectfully requested.

**Dependent Claims**

The dependent claims depend directly or indirectly from the claims that have been discussed. Therefore, those claims are deemed patentable for the reasons given above. In addition, each of the dependent claims separately introduces features that independently render the claim patentable. However, due to the fundamental differences already identified, and to expedite positive resolution of the examination, separate arguments are not provided for each of the dependent claims at this time. Removal of the rejection and reconsideration are respectfully requested.

For the record, the Applicant respectfully traverses any and all factual assertions in the file that are not supported by documentary evidence. Such include assertions based on findings of inherency, assertions based on Official Notice, and any other assertions of what is well known or commonly known in the prior art.

The foregoing amendments are made solely in the interest of expediency, in recognition of the Office policy of compact prosecution. They do not indicate agreement by Applicant with the Office's position, nor do they reflect intent to forsake Claim scope. In fact, Applicant expressly reserves the right to pursue patent protection of a scope it is reasonably entitled to in future submissions to the Office.

**CONCLUSION**

Applicants respectfully requests allowance. Should the Examiner deem it helpful he is encouraged to contact Applicant's attorney at (650) 474-8400.

Respectfully submitted,

A handwritten signature in cursive script that reads "Julia Thomas".

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